

In the Claims

Please amend Claims 3-6, 8, 11-13 and 21 as follows:

3. (Amended) Apparatus as claimed in Claim 1 wherein:  
the tracking and profiling member records format preferences of users with respect to presentation of certain agate information, the format preferences including color schemes, text size and shapes; and  
in response, the data assembly displays agate information to a user (a) in a manner customized according to the format preferences of the user and (b) having contents corresponding to the psychographic profile of the user.
4. (Amended) Apparatus as claimed in Claim 3, wherein the tracking and profiling member further records demographic information of the user such that demographic profiles of users are provided [with respect to presentation and category of] and the data assembly further displays agate information to a user according to demographic profile of the user.
5. (Amended) Apparatus as claimed in Claim 1 further comprising an advertising component coupled between the data assembly and tracking and profiling member, the advertising component holding a plurality of advertisements to be displayed to users on the network, in accordance with the psychographic profiles of the users, and for each advertisement, the advertising component providing a target profile of desired users to whom to display the advertisement.
6. (Amended) Apparatus as claimed in Claim 5 wherein the tracking and profiling member further provides demographic information about a user; and for each advertisement, the

data assembly transmits the advertisement[s] for display with agate information to users [based on] having a psychographic profile and a demographic profile [of the user] substantially matching the target profile of the advertisement to provide targeted marketing.

8. (Amended) Apparatus as claimed in Claim 7 further comprising a subroutine coupled to the advertising component for performing a regression analysis on the history of users viewing the advertisements, and therefrom the subroutine refining the advertisement target profiles of desired users to whom to display the advertisements.

11. (Amended) A method as claimed in Claim 9 wherein the step of providing agate information includes displaying advertisements to users by (i) providing advertisements, (ii) for each advertisement, providing a target profile of desired users to whom to display the advertisement, and (iii) for each user, comparing user profile to target profiles of the advertisements and displaying advertisements having target profiles substantially matching the user profile

[; and

the step of recording further records user viewing activity with respect to displayed advertisements].

12. (Amended) A method as claimed in Claim 11 wherein the step of recording further records user viewing activity with respect to displayed advertisements; and

further comprising the step of continually refining [user] target profiles of desired users to whom [agate and] advertisements are to be displayed by (a) performing regression analysis of recorded user viewing activity with

respect to each advertisement, and (b) for a given advertisement, weighting importance of target profile characteristics based on the regression analysis such that the step of comparing finds a substantial match between a user profile and the target profile upon a total score of the target profile characteristics that match characteristics of the user profile meeting a predefined threshold.

13. (Amended) In a computer network formed of a communication channel and a plurality of computers coupled to the communication channel for communication thereon, a method for defining profiles of target users comprising the steps of:
  - (a) providing a source of information, the source holding a multiplicity of pieces of information;
  - (b) for each of certain pieces of information in the source, setting respective initial profiles of target users to receive the certain piece of information;
  - (c) transmitting each of the certain pieces of information across the communication channel such that each is displayed only to users having a profile substantially matching the respective initial profile of the certain piece of information;
  - (d) recording computer activity of users viewing the certain pieces of information;
  - (e) redefining the initial profiles of target users based on a regression analysis of the recorded computer activity of users, said redefining forming respective adjusted profiles of target users for each of said certain pieces of information; and
  - (f) continually repeating steps [c-e] (c) through (e) with the adjusted profiles of the certain pieces of

information, such that the certain pieces of information over time, become better targeted to users having an interest in said information and hence said method is self-tailoring.

21. (Amended) Method as claimed in Claim 19 [further comprising] wherein the step of displaying agate information[, including] further includes updating of the information, in real-time of the events generating the agate information, in a manner such that the agate information is viewable alongside television viewing of said events.

Please add the following claims:

22. Apparatus as claimed in Claim 8 wherein for each advertisement, the subroutine includes performing a regression analysis and refining the target profile of the advertisement upon a user viewing the advertisement, such that the target profiles of the advertisements are refined in real time.
23. A method as claimed in Claim 17 wherein the step of transmitting includes (a) determining appropriateness of each of the certain pieces of information with respect to each user, by matching the weighted demographic and psychographic criteria to characteristics of the profile of the user, upon a total score of the matching meeting a predefined minimum desired score, the piece of information being determined to be appropriate for the user; and (b) ranking the certain pieces of information determined to be appropriate with respect to a user such that said ranked

certain pieces of information are transmitted in order to the subject user.

24. A method as claimed in Claim 23 wherein the step of redefining profiles of target users is performed in real time of subject users viewing the certain pieces of information, such that the step of determining appropriateness constantly updates which of the certain pieces of the information is to be transmitted to each of subject users.
25. A method as claimed in Claim 13 wherein the step of redefining the profiles of target users includes performing the regression analysis in real time of users viewing and interacting with the certain pieces of information, such that the profiles of target users are redefined throughout transmission and display of the certain pieces of information in the computer network.
26. A method as claimed in Claim 13 further comprising the step of defining, for each user, a user profile based on the recorded computer activities of the user with respect to pieces of information viewed by the user, each user profile indicating preferences in content and presentation of information to that user, said step of defining a user profile including determining the user profile upon user interactivity with displayed information, through input means coupled to a computer, coupled to the computer network.
27. A method as claimed in Claim 15 further comprising the step of reporting the continually adjusted profiles of target users of the advertisements and user profiles to whom the